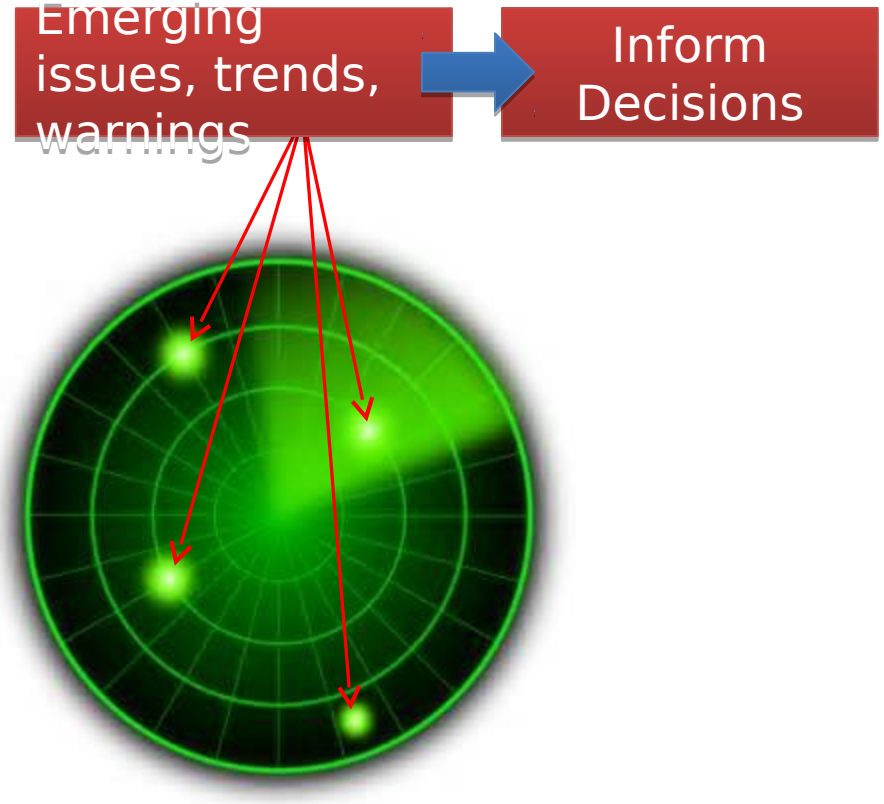
Communication Operations and Analysis:
Environmental Scanning
7 June 2016

Environmental Scanning

- Why do we do it?
  - Reduce uncertainty
  - Supports planning, decision making
  - Identify threats
  - Evaluate/Assess



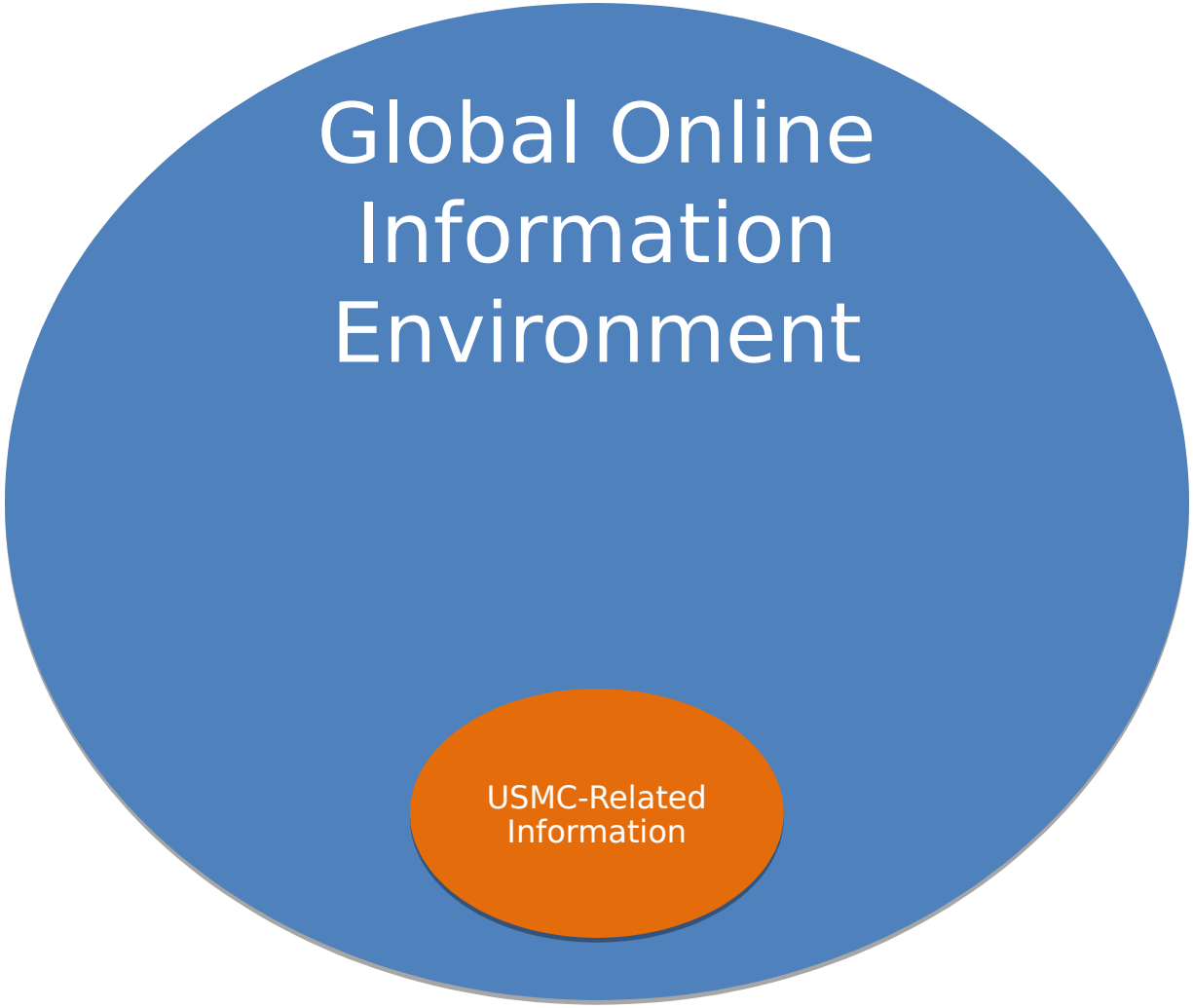
Environmental scanning serves as an institutional radar

Resources Required

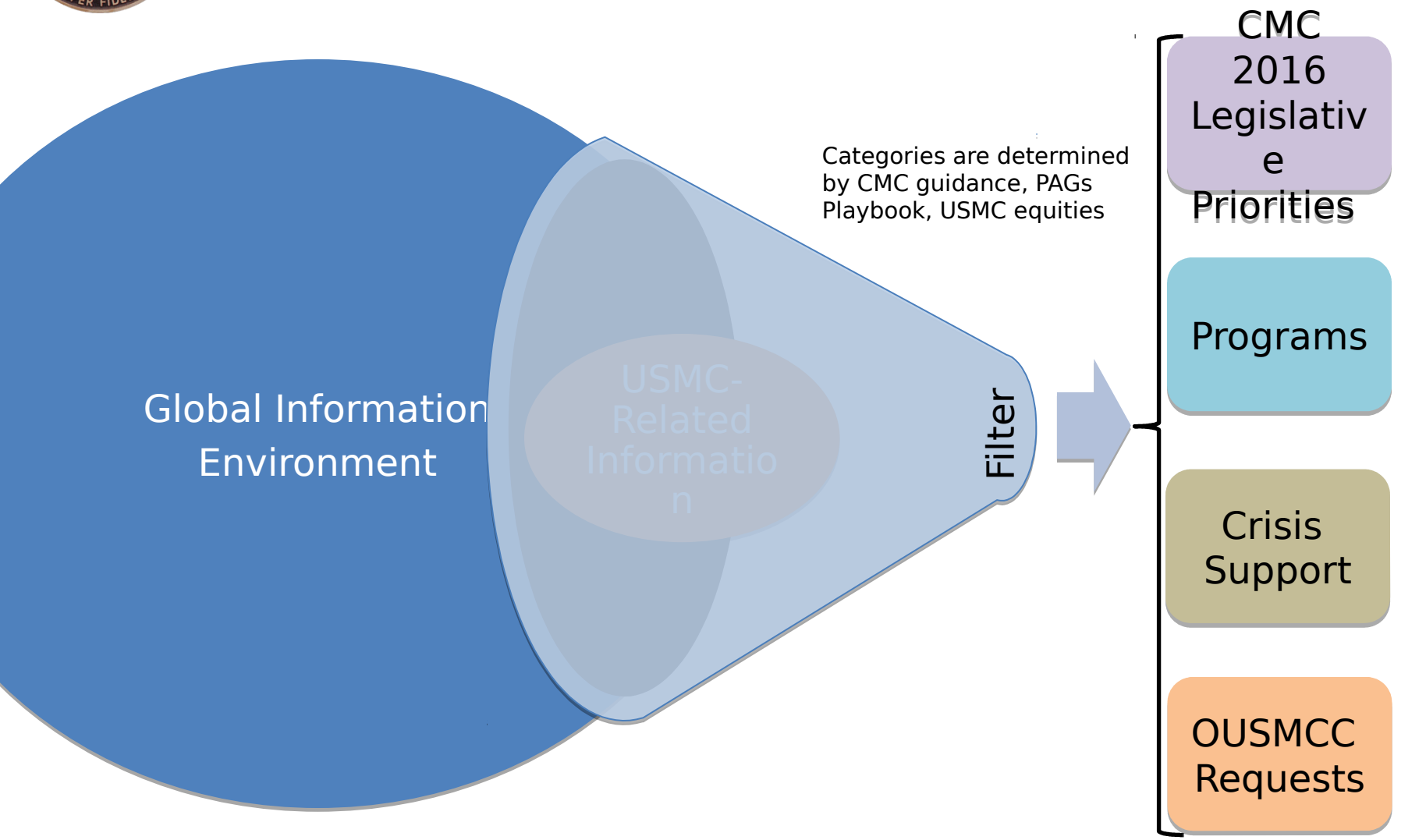
- Scanning Team
  - Three analysts (contractors) from Powell Strategies LLC

- Collection Software – commercially available
  - Cision – Online News
  - Nuvi – Social Media Monitoring
  - Brand24 – Social Media Monitoring

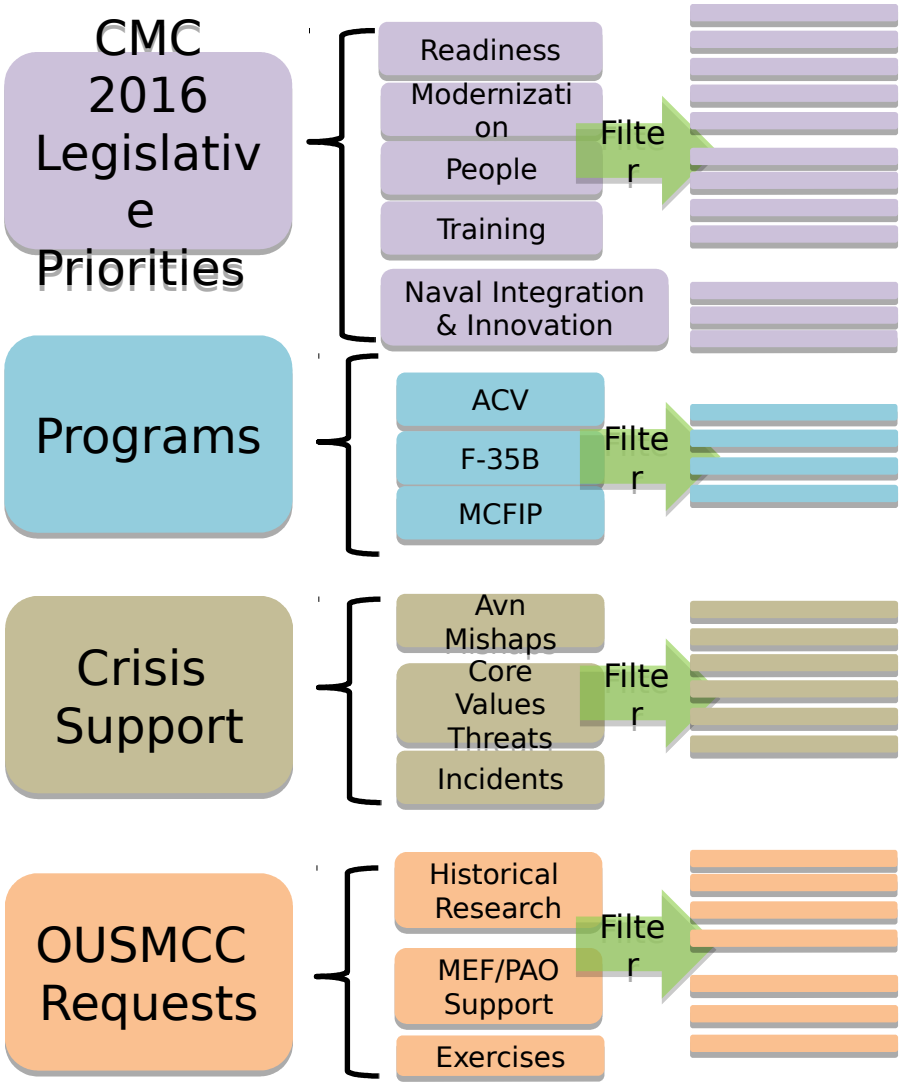
How We Do It


Global Online Information Environment
USMC-Related Information

How We Do It

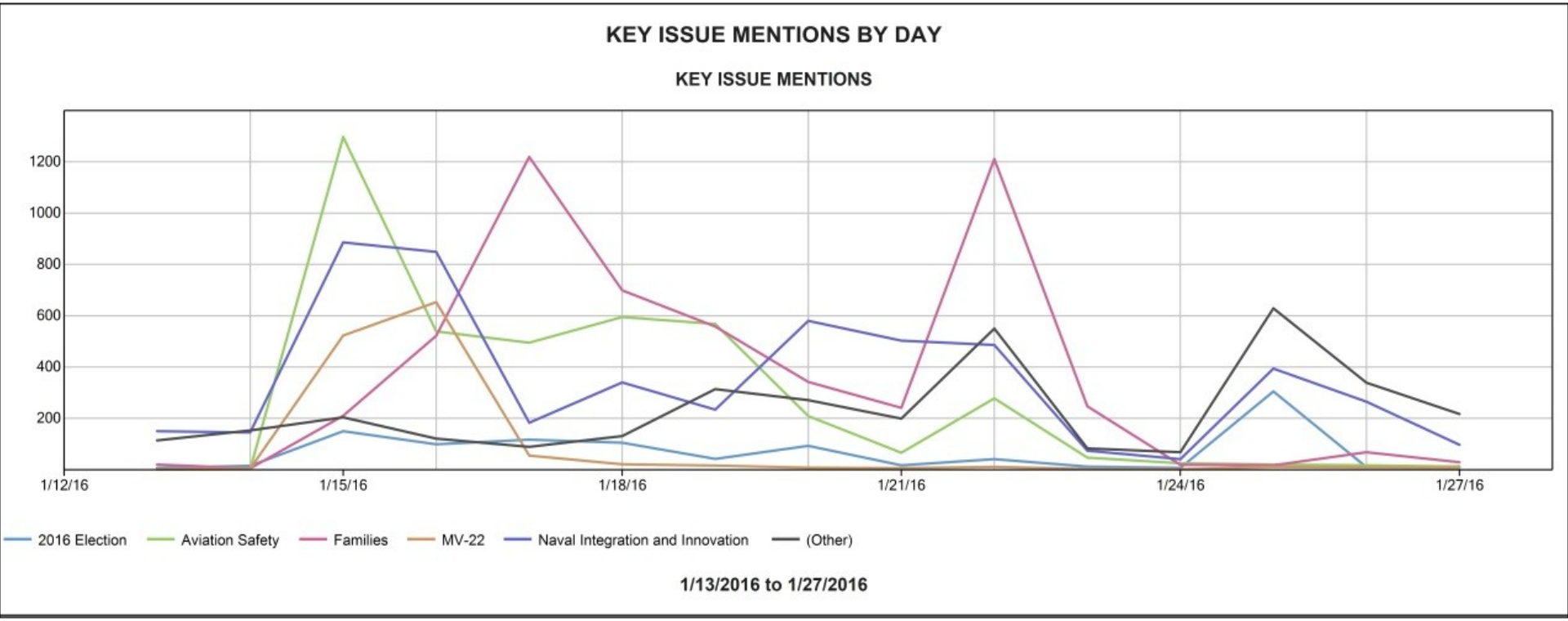

Global Information Environment
USMC-Related Information
Filter
Categories are determined by CMC guidance, PAGs Playbook, USMC equities
CMC 2016 Legislative Priorities
Programs
Crisis Support
OUSMCC Requests

How We Do It


CMC 2016 Legislative Priorities
Readiness
Modernization
People
Training
Naval Integration & Innovation
Filter
Programs
ACV
F-35B
MCFIP
Filter
Crisis Support
Avn Mishaps
Core Values Threats
Incidents
Filter
OUSMCC Requests
Historical Research
MEF/PAO Support
Exercises
Filter

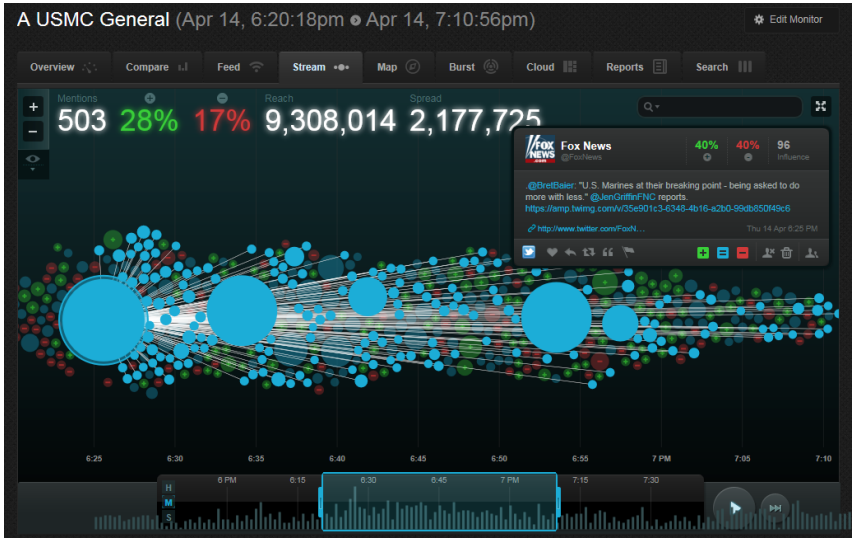
How We Do It

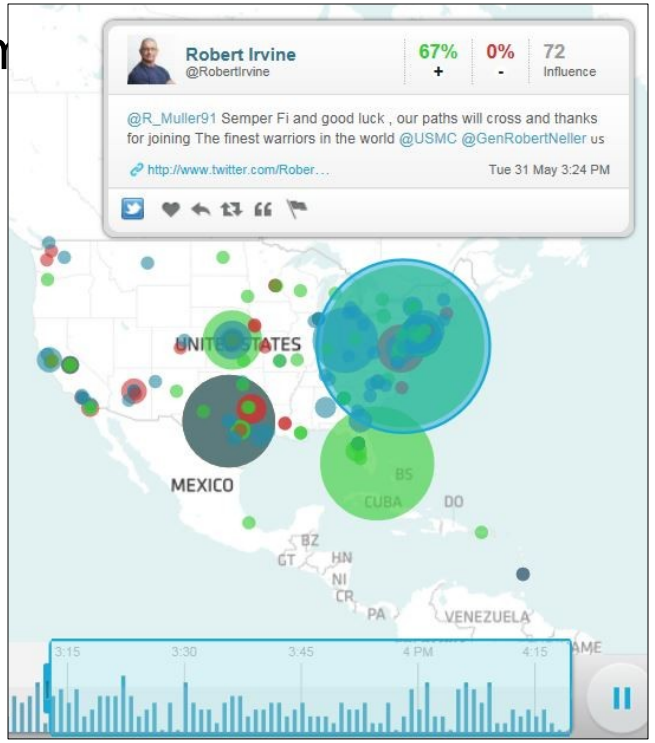
- Cision
  - o Dashboards – for specific issues or programs
  - o Analytics – customizable



How We Do It

- NUVI
  - o Sources include: Facebook, Twitter, Blogs, Forums, News, Videos and Photo sharing sites
  - o Helps identify “influencers” in the conversation
  - o Identifies where the conversation is happening
  - o User demographics on Facebook
  - o Limited ability to understand sentim





How We Can Help You

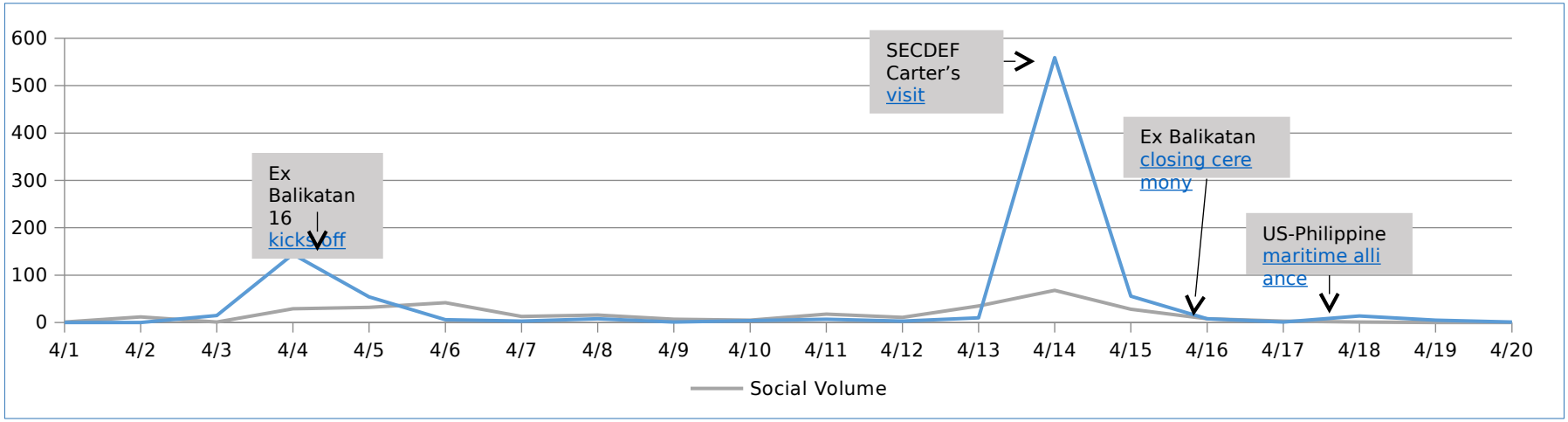
- For each program, campaign, or issue, provide us with:
  - Key terms
  - Messages or themes (PAG)
  - Stakeholders
  - Locations
  - **ANY** other information you consider important to your program
- What we provide (Outputs and Products)
  - Daily index of media articles
    - Can search back two years for particular issues
  - Data and visual analytics (graphs, charts, etc.)
  - Analysis of prevalent themes, messages and narratives
  - A summation of the program's overall impact on the information environment
  - Historic Twitter data (10 years)

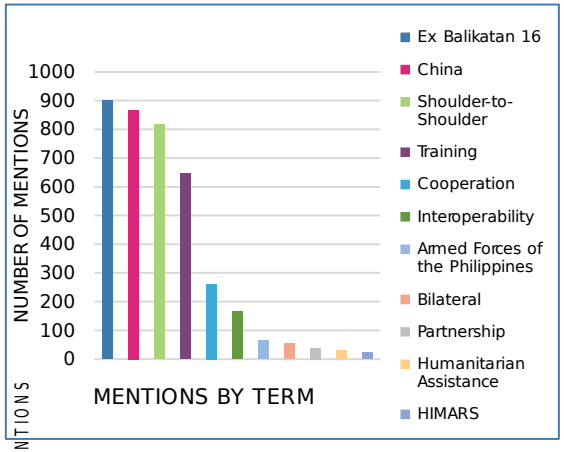
EX BALIKATAN 16: 01 - 20 Apr 2016

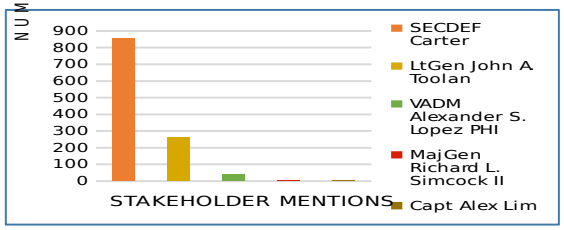
Prepared by Powell Strategies
Reviewed by OUSMCC

POWELL STRATEGIES

BLUF: SECDEF Carter's visit was the single largest driver of coverage for both online news and social media with a significant spike on 14 Apr.







KEY TAKE AWAYS

ONLINE NEWS: A total of 899 clips were collected. The most prominent stakeholder identified was **SECDEF CARTER** with 856 mentions, including a spike of 559 mentions correlating with his visit on 14 Apr. **LTGEN JOHN A. TOOLAN** garnered 263 mentions. International news agencies were the predominant provider of coverage throughout the exercise with Philippine and Australian news receiving the most mentions. Overall, traditional news mentions were light for the duration of the reporting period. The overarching theme found in the news coverage was that of the continuing and strengthening of the relationship between the US and Philippines in providing maritime security within the Pacific, particularly in light of recent statements from China.

SOCIAL: 400 posts across a variety of channels were identified. Twitter was the dominant platform used with 174 mentions, followed closely by Tumblr (146 mentions), then by Facebook (70 mentions) and YouTube (10 mentions). It should be noted that Facebook mentions include public posts only so it is possible additional conversations took place amongst private pages. The most influential poster on Twitter was ABS-CBN News, a Philippines news organization. Their tweet on US Marines showcasing rocket firing was only retweeted 4 times; however, with over 4M followers there is potential spread to an additional 788,739

SOCIAL CONTENT OF NOTE

US Marines showcase rocket firing in Balikatan
https://twitter.com/ABSCBNNews/status/717685824968523776/photo/1

US, PH Marines affirm value of

U.S. Marine Corps
April 17 at 8:00pm
These Marines can get a High Mobility Artillery Rocket System off a C-17 and strike a target 40 miles away within 15 minutes.
2nd Battalion, 14th Marines put the Corps' most advanced artillery system to work during Exercise Balikatan.
HIGH MOBILITY
151K Views

https://www.facebook.com/marines/videos/10153334251145194/

QUESTIONS

BACKUP SLIDES

Cision - Searching

- **Searches using Boolean search technique**
  - **F-35:** ((marine* OR "Marine Corps" OR USMC) w/30 ("F-35* Lightning" OR "F-35* JSF" OR "Joint Strike Fighter" OR "F-35" OR "F 35" OR F35)) AND NOT (prnewswire OR "pr newswire" OR businesswire OR "business wire" OR "PR Web" OR PRWeb OR marketwire OR "market wire" OR "globe newswire" OR globenewswire OR newsblaze OR datamonitor OR "PR Inside" OR "3BL Media" OR [HEADLINE]"Press Release" OR "24-7PressRelease" OR "M2 PressWIRE" OR M2PressWire OR "PRBuzz.com" OR sbwire OR "home press releases" OR "pr-usa.net" OR pwrnewmedia OR "pr.com" OR "live-pr.com" OR Marketwired OR webwire OR "www.newswire" OR TransWorldNews OR 1888PressRelease OR "pressreleases worldnow" OR Emailwire OR "DMN Newswire" OR DMNNewswire OR businesspress24 OR pressebox OR Pressemitteilung OR "Online PR News" OR openPR OR "PR-Gateway.de" OR pressrelation OR pressrelations)
  - **Lt Gen Laster:** (james w/2 laster) OR "gen laster" OR (general w/2 laster)